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# Inside Information

United States Department  
of Agriculture

Office of Information

Washington, D.C. 20250

VOLUME 10, NUMBER 2

February 1988

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

**USDA'S ANIMAL AND PLANT HEALTH INSPECTION SERVICE SEEKS WRITER-EDITOR**

USDA's Animal and Plant Health Inspection Service has an opening for a GS-1082-9/11 Writer-Editor (Announcement No. W-515-88), to provide editorial management of all environmental and regulatory documents; prepare editorial procedures, guidelines, and formats; and other duties.

Applicants must have a bachelor's degree or three-years experience in administrative, professional, investigative, technical, or other work that has required the ability to analyze data and present the pertinent facts in written form.

This is a reannouncement of W-824-87 and previous applicants need not reapply.

Send SF-171, quality ranking factors, and performance evaluation appraisal to: USDA, APHIS, Field Servicing Office, Washington Personnel Services, Room 1139-S, P.O. Box 96464, Washington, DC 20090-6464. Telephone: 202-382-1364.

Closing date was February 8.

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NOTE: Some job announcements may reach you too late in hard copy, but will be timely in their electronic version. -- Editor.  
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**MONTANA STATE UNIVERSITY EXTENSION SERVICE HAS OPENING FOR STATE 4-H LEADER**

Montana State University Extension Service has an opening for a State 4-H Leader, who would have responsibility for providing program leadership, staff development, administration and programming for 4-H youth throughout Montana. The position is for twelve months.

Qualifications include a Doctorate degree with three-years experience.

For position description and application, write: Montana State University Extension Service, Lauri R. Olsen, Personnel Technician, 213 Linfield Hall, MSU, Bozeman, MT 59717. Telephone 406-994-6648.

Deadline is March 14, 1988.

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**ST. LOUIS WILL BE THE SITE OF JUNE AGRICULTURAL PRODUCTS QUALITY CONFERENCE**

The U.S. Department of Agriculture will sponsor an agricultural products quality conference in St. Louis, Mo., June 28-30, 1988.

At a year-end press conference in December, Secretary of Agriculture Richard E. Lyng said, "I am calling for a crop quality conference which will encourage and actually ask representatives of almost every commodity to come in and share with us their views, and their expertise, as to what quality we should have."

Lyng named Assistant Secretary for Marketing and Inspection Services Kenneth A. Gilles to head the conference planning.

According to Gilles, USDA wants a working conference, where agricultural leaders can have the opportunity to discuss their ideas on strengthening the competitive quality of American agriculture."

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The conference theme is "Agricultural Products Quality and Competitiveness: Now and for the Future" and will focus on maintaining a quality advantage for American agriculture in the highly competitive domestic and international marketplace.

Gilles said USDA will invite leaders of farm organizations, farm market development organizations, agri-business, wholesalers, retailers, trade associations, agriculturally-related industry, and the agricultural higher education community.

For further information, contact: Vivian Culp-Mann at 202-447-8366.

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#### USDA AGENCIES STEP UP EFFORTS TO REACH FARMERS ABOUT CONSERVATION PROVISIONS

USDA's Soil Conservation Service (SCS) and Extension Service (ES) have announced stepped-up efforts to inform farmers about the conservation provisions of the 1985 Farm Bill.

SCS Chief Wilson Scaling and ES Administrator Myron D. Johnsrud signed an agreement on January 21, pledging to expand coordinated information and education efforts to reach the 800,000 farmers who need to develop a conservation plan to remain eligible for \$14 billion in annual farm program benefits.

SCS and ES will be working closely to reach farmers by developing educational programs, holding group planning sessions, and developing educational materials such as fact sheets, slide programs, and other communications materials. These efforts will be coordinated with soil and water conservations districts, farm managers, the farm lending community, and others. Special efforts will be made to reach limited resource farmers.

For further information, contact Kathy Gugulis, Soil Conservation Service, at 202-447-9149.

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#### KANSAS AGRICULTURAL EXPERIMENT STATION GRAINS BROCHURE WINS CASE AWARD

The Kansas Agricultural Experiment Station has won an award of merit for its full-color brochure, "Manhattan, Kansas: International Grains Center," from the Mid-America District of the Council for the Advancement and Support of Education (CASE).

The 20-page brochure describes the many groups that contribute to Manhattan's world renown for work with grains, and is the first of its kind to feature all of the different aspects of grains work in Manhattan, including teaching, research, government, and private business.

The award will be presented November 19, at the annual CASE regional meeting in Denver, Colorado.

The publication was produced by the Kansas Ag Experiment Station editorial staff: Steve Morgan, Eileen Schofield, and Gloria Schwartz, with graphics design and layout by Fred Anderson.

Free copies of the publication are available from the Kansas Agricultural Experiment Station Editorial Office, Waters Hall, Kansas State University, Manhattan, KS 66506. Telephone 913-532-6147.

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**U. OF KENTUCKY COOPERATIVE EXTENSION SERVICE IS SEEKING RADIO/TV SPECIALIST**

The University of Kentucky Cooperative Extension Service has an opening for an Extension Communications Specialist--Radio/TV, in its Department of Agricultural Communications.

Major responsibilities would include production of Extension radio and television programs and announcements to reach agricultural and consumer audiences.

Specific radio duties include audiotape editing, interviewing in studio and field settings, program duplication and distribution, copywriting, and providing special reports to radio stations.

Specific television duties include on-camera performance in studio and field settings, operations of video equipment, videotape editing, continuity writing, and distribution of broadcast and non-broadcast video programs and/or special reports to television stations and Extension users.

Requirements include a Master's degree in communications, or other field with communications experience.

Send resume, samples of work, and letter requesting application to: Garvin W. Quinn, Electronic Media Section Leader, 131 Scovell Hall, University of Kentucky, Lexington, KY 40546-0064. Telephone is 606-257-3859.

Closing date is March 1, or until a suitable applicant is found.

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**COLORADO STATE U. WILL OFFER NEW MASTER OF SCIENCE DEGREE FOR COMMUNICATORS**

Beginning in fall 1988, Colorado State University's technical journalism department will begin offering a new master of science degree. The 32-credit degree is geared toward individuals who want to enhance their communication background and management skills.

According to Don Zimmerman, program coordinator, the program will help people who have or aspire to have communication management responsibilities in business, industry, government agencies, and educational institutions.

Coursework includes communication research and evaluation, process and effects of technical communication, managing communication systems, telecommunications, public relations, communication in technology transfer, document design, and specialized print communication.

Colorado State plans to fund graduate students through teaching, research, project research assistantships, and cooperative education positions.

To learn more about the program write or call Don Zimmerman, Coordinator, Graduate Program, Department of Technical Journalism, Colorado State University, Fort Collins, CO 80523. Telephone: 303-491-6836 or 6310.

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**USDA-OI NEWS DIVISION OPENING FOR PUBLIC AFFAIRS SPECIALIST, AG A.M. EDITOR**

The News Division of USDA's Office of Information has an opening for a GS/GM-1035-12/13 public affairs specialist with promotion potential to GM-14. The announcement number is OGPA-88-09.

Primary duty is serving as editor of Ag a.m. (USDA's morning news service) and requires working early hours.

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Other duties include controlling and directing a significant portion of USDA's press releases, policy statements, speeches, and other current information material to national and international outlets, and participating with the division chief in formulating, interpreting, and administering USDA policies for the media.

Applicants must show progressively responsible experience in the skills required by the position being filled, including written communication, oral communication, and interpersonal relations.

Send SF-171, AD-434, and supplemental statement addressing selection criteria to: Laura Farrior, USDA, Office of Personnel, PO, Room 27-W, 14th & Independence Ave., S.W., Washington, DC 20250. Telephone: 202-447-5833.

Closing date was March 2.

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#### NEW VIDEOTAPE PRODUCED AND RELEASED BY CORNELL COOPERATIVE EXTENSION

A new videotape, "Championship Material," has just been produced and released by Cornell Cooperative Extension.

The 30-minute video uses movies and photographs of famous athletes in Olympics, baseball, football, basketball, and tennis to present basic textile-science concepts.

The video and related print materials were developed for school classes in home economics, science and technology by Nancy Breen of the Department of Textiles and Apparel in Cornell's New York State College of Human Ecology. In teaching about textiles, Breen found more interest by students when she used athletic uniforms as classroom examples.

The new video is being used by educators in New York State and by Cornell Cooperative Extension agents working with 4-H groups. The textile-science concepts of stretch, absorbency, strength, and wrinkle resistance are dramatically illustrated by comparing legendary and modern sports uniforms and apparel.

Graphics and narration by Dick Schaap describe the textile science in terms anyone can easily understand. The tennis, football, and basketball footage adds the real-life connection with the properties of the fibers, and how and why they are used for certain sports. The footage of winter and summer Olympic games make this program especially timely.

Copies of the program are available in some Cornell Cooperative Extension County offices in New York State and at the Cornell University Audiovisual Center. For more information, contact Richard Gray, AV Center, Cornell University, 8 Research Park, Ithaca, NY 14850.

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#### USDA PUBLIC AFFAIRS OFFICERS SEEK STATE HELP, ADVICE ON LOW-INPUT FARMING

An informal group of U.S. Department of Agriculture public affairs officers in Washington, D.C., wants to know how the States are getting information into the hands of farmers on low-input agriculture practices. Perhaps States could share their communication expertise in this field.

John Crowley of the Special Programs Division in USDA's Office of Information, chairs a group of information officers from the National Agricultural Library, Cooperative State Research Service, Extension Service, Soil Conservation Service, Economics Management Staff, and Agricultural Research Service who are involved in the subject of low-input agriculture.

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Crowley has already received some good information from Cornell University, but he says he knows there must be some other good stuff "out there."

If you have a program and/or examples of your work, send them to: John Crowley, Office of Information, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250. Crowley's telephone is 202-447-8181, and his Dialcom mailbox is AGR203.

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#### PREVIOUSLY ACE-SPONSORED OCIAC UPDATE NEWSLETTER DISCONTINUED BY WINROCK

The December 1987 issue of OCIAC UPDATE was its last. The newsletter will no longer be published. The publication began in 1983, as an activity of the Organizing Council for International Agricultural Communicators (OCIAC) sponsored by the Agricultural Communicators in Education (ACE), in the United States. In 1985, ACE withdrew its backing and OCIAC ceased to exist.

UPDATE was continued by its editor, Mason E. Miller, under the auspices of Winrock International. During 1987, more than 600 persons in 82 countries received the newsletter, most at no personal cost.

During the past several months, Winrock has carefully evaluated its relationship with UPDATE. As a leader in international agricultural technical assistance, the organization understands that communication is a basic element of the developing process. However, with Miller's retirement, Winrock feels that it is not possible to continue its patronage of the newsletter activity.

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#### USDA'S FARMERS HOME ADMINISTRATION HAS WRITER-EDITOR POSITION AVAILABLE

USDA's Farmers Home Administration has an opening for a writer-editor, GS-1082-7/9/11.

Duties include preparing responses to technical correspondence focusing on farmers programs, housing programs, community and business programs, and issues in the administrative management area.

Other duties include writing news releases, articles, reports, and other informational material for the administrator, associate administrator, and other senior level officials.

Applicants must have 3 years general experience plus 1 year of specialized experience for GS-7, 2 years specialized experience for GS-9, and 3 years for GS-11. Specialized experience must be writing or editing articles, speeches, pamphlets, or news releases designed for publication in daily media. Evaluation criteria must be addressed along with application.

Contact: Lynn Green, USDA, Farmers Home Administration, Personnel Division, Room 6900-S, 14th & Independence Ave., S.W., Washington, DC 20011. Telephone: 202-382-1158.

Closing date is March 14.

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**CORNELL COOPERATIVE EXTENSION SERVICE WASTE DISPOSAL PUBS AND AUDIOVISUALS**

The Cooperative Extension Service at Cornell University has produced many publications and audiovisuals on waste disposal, a topic of concern to many.

One program, "Wastewise: A Citizen Education Project on Solid Waste Disposal," was developed by Jean Bonhotal of the Cornell Cooperative Extension of Broome County. The program, consisting of 74 slides, audio cassette and booklet covering definitions of solid waste, steps in disposal, landfilling, composting, recycling, and resource recovery, is designed to help people understand the current technologies and issues in solid-waste management. It is also geared to stimulate discussion, and is suitable for secondary-school classes, for environmental and civic organizations, and for local planning committees.

Bonhotal also developed a 12-minute slide and tape program on solid-waste management for use in elementary schools, starring Woodsy Owl. Woodsy defines our natural resources and gives suggestions for children to recycle, re-use, and compost their trash.

"Woodsy's Wastewise" includes a slide and tape set and an activity book with word games, vocabulary lists, experiments, and ideas. Fact sheets are distributed to participants to be taken home and discussed with parents.

For a complete, free listing of several Cornell Cooperative Extension audiovisual programs and publications on the subject, send a stamped, self-addressed, business-size envelope to: Wastewise, Cornell University, 8 Research Park, Ithaca, NY 14850. For information on the availability of the "Wastewise" or "Woodsy's Wastewise" slide programs, contact: Richard Gray, Librarian, Cornell University AV Center, 8 Research Park, Ithaca, NY 14850.

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**TWO VETERAN USDA COMMUNICATORS RETIRE AFTER 53 YEARS COMBINED FEDERAL SERVICE**

Larry Marton and Lillie Vincent Sheehan, both with the Special Programs Division of USDA's Office of Information, retired effective February 27 -- Marton with 30 years of Federal service and Sheehan with 23 years.

Both served their entire USDA careers with the Office of Information, in the Special Programs Division. Both had served various Members of the Congress for a time before joining USDA, Marton as USDA's international public affairs specialist and Sheehan as USDA's consumer affairs specialist.

Marton also had served as deputy chief of the Special Programs Division for some years prior to his retirement. He had been a member of the inter-agency steering committee which planned the annual World Food Day event, involved very actively over the years with planning National Agriculture Day events and many other special USDA-wide events and information campaigns. He chaired the USDA International Information Coordinating Team, and in that position, served as editor of the 1985 Yearbook of Agriculture, "U.S. Agriculture in a Global Economy."

Sheehan served on several USDA-wide working groups and committees involved with food, human nutrition and other consumer-related activities, usually serving as the public affairs/information representative. She organized and chaired the USDA Nutrition Information Coordinating Team which, among several major activities, established an electronic on-line food/nutrition information service available through the Dialcom system, and later through USDA's major electronic dissemination of information (EDI) service. She was actively involved in planning and directing two major "Food & Fitness" events on The Mall in Washington, D.C., in 1983 and 1984.

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Marton and his wife, Fanch, have moved to their new retirement home in Scottsdale, AZ. Sheehan and husband Dick plan to remain in the Washington, D.C., area but travel a lot.

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## USDA GROUND WATER QUALITY INFORMATION COORDINATING TEAM ESTABLISHED

A USDA Ground Water Quality Information Coordinating Team has been organized to support a newly established USDA Working Group on Agricultural Chemicals and the Environment.

The information team also will work with information officers with State Departments of Agriculture and Land Grant Universities, as well as with public affairs officials in the U.S. Environmental Protection Agency and U.S. Department of Interior, in coordinating a national information/education campaign.

Bill Whyte, public affairs specialist in the Special Programs Division of USDA's Office of Information, is the chairman of the information coordinating team. He also serves on the departmental Working Group.

Secretary of Agriculture Richard Lyng established the Working Group on Agricultural Chemicals and the Environment to review USDA policies and recommend changes where necessary. The group, scheduled to complete its task in 4 months, also is to recommend strategies and guidelines for carrying out future policies.

While the Working Group is convened, it will serve as an interim clearinghouse for all matters relating to ag chemicals and the environment. James H. Spitz, assistant to Deputy Secretary Peter Myers, chairs the Working Group.

The Ground Water Quality Information Coordinating Team, chaired by Whyte, will serve as the information/education subcommittee of the Working Group. But plans are that the information team will continue its work long after the Working Group is disbanded.

Public affairs/information heads, or their representatives, from USDA's Agricultural Conservation & Stabilization Service, Agricultural Research Service, Cooperative State Research Service, Economics Management Staff, Extension Service, Forest Service, and Soil Conservation Service, and a representative from the Office of Public Liaison, serve on the information coordinating team.

For additional information, contact Bill Whyte, Special Programs Division, Office of Information, Room 536-A, USDA, Washington, DC 20250. His telephone number is 202-447-8174; his Dialcom E-mail ID is AGR208.

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## EXTENSION SERVICE EXTENDS DEADLINE FOR COMMUNICATIONS POSITION APPLICATIONS

USDA's Extension Service has extended the deadline for applications for the position of the agency's director of communications, information and technology to March 22, 1988.

The incumbent to the new position will be responsible for managing and directing a staff responsible for ES' public information, communications and technology functions.

The director will manage the Extension information program, with responsibility for planning, designing, conducting and evaluating the agency's public

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affairs program, and will lead or actively take part in conferences, meetings and reviews.

In addition, the incumbent will direct the ES computer technology efforts with responsibility for structuring, guiding, coordinating and improving the agency's computer technology capability at the local, state and national levels.

Requirements include a bachelor's degree, or 3 years experience which provides a general knowledge of the principles of organization, management and administration, or a combination of both. Specialized experience in administrative or program operations or managerial experience directly related to the position also is required.

To apply (Announcement No. ES-88-287), send SF-171 and current performance appraisal to: Wayne Winker, PMSD, Room 3553-S, USDA, Washington, DC 20250. Telephone for additional information is 202-475-4811.

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## TWO MOVIES ON 'HUNGER IN AMERICA' WILL BE SHOWN ON TELEVISION IN MARCH

NBC and ABC each will be showing a movie on their respective television networks in March, on the subject of hunger in the United States.

"A Place at the Table" will appear around March 20, probably between 8:00 and 9:00 p.m. ET on NBC television. The drama was written by Linda Schreyer and colleagues who traveled with the Physician Task Force on Hunger in America.

This movie chronicles the plight of a middle-class family as the father goes through unemployment. It highlights family crises, including a lack of food.

"Children of Poverty" will appear March 21, between 9:00 and 11:00 p.m. ET, on ABC television. It was written by Dennis Nemec. This drama features a mother and daughter caught in poverty, depicting the loss of a job, then their home, and their subsequent life in shelters and soup kitchens while struggling to stay together and get back on their feet.

Unknown is how either of the movies will present USDA food assistance programs and other assistance available from USDA or land grant universities.

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## NATIONAL CONSUMERS WEEK ACTIVITIES SCHEDULED FOR APRIL 24-30

The seventh annual National Consumers Week observance is scheduled for the last week of April this year.

The theme will be "Consumers Buy Service." The message, according to White House Consumer Advisor Virginia Knauer, will be that consumers appreciate good service and businesses profit by paying attention to service. Customer service is emerging as a key competitive advantage today, not only in the domestic marketplace, but also in the expanding international arena.

Ann Chadwick, USDA's Consumer Affairs Advisor, and her consumer affairs working group will soon be putting final plans together for special activities in USDA agencies.

For further information, contact Ann Chadwick, Director, Office of the Consumer Advisor, Room 207-W, U.S. Department of Agriculture, Washington, DC 20250, or call at 202-382-9681.

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## CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

## March 7-11:

Workshops on Publications Skills --

-Management for Publications Professionals (March 7-8) - \$475

-Production Techniques and Technology (March 9-10) - \$450

-Mastering the Editorial Process (March 11) - \$245

Crystal City Marriott, Arlington, Virginia

Contact: Editorial Experts, Inc., 703-642-3040

## March 10-11 &amp; March 24-25:

Workshop -- Improving Your Publication Design - \$490

Palmer House, Chicago, Ill., (1st) &amp; Grand Hotel, Washington, D.C. (2nd)

Contact: Ragan Communications Workshops, 312-922-8267 or 312-922-0845

## April 14-15:

Workshop -- Writing &amp; Editing for Science &amp; Technology - \$450

Editorial Experts, Inc., Alexandria, Virginia

Contact: Editorial Experts, 703-642-3040

## April 19-20:

Workshop -- Desktop Publishing: Using New Technology to Cut Public. Costs

Hyatt Arlington, Arlington, Virginia

Contact: Battelle Seminars Program, 1-800-426-6792

(NOTE: Same workshops scheduled for April 7-8, Orlando, Fla.; April 13-14, Seattle, Wash.; May 12-13, Oakland, Calif.; June 1-2, Philadelphia)

## April 26-27:

NYU/PRSA Public Affairs Management Seminars and Workshops --

-Management Strategies for Senior Public Affairs &amp; PR Professionals - \$695

-Marketing Strategies for Public Affairs &amp; PR Professionals - \$595

-Computerizing Public Affairs &amp; PR Programs - \$595

Hyatt Regency, Washington, D.C.

Contact: New York Univ. School of Continuing Education, 212-682-1435

(NOTE: Several workshops are offered by NYU/PRSA in New York City; if interested, call 212-682-1435 for schedule.)

## May 10-12:

NINTH NATIONAL ONLINE Meeting - \$295 (\$325 after April 15)

Sheraton Centre Hotel, New York, New York

Contact: Learned Information, Inc., 609-654-6266

## May 25-26:

Workshop -- Improving Editing Skills - \$245

Editorial Experts, Inc., Alexandria, Virginia

Contact: Editorial Experts, 703-642-3040

## July 10-13:

SECOND QUADRENNIAL AGRICULTURAL COMMUNICATORS' CONGRESS

J.W. Marriott Hotel, Washington, D.C.

Contact: Paul Weller, Agri-Washington, 202-745-1994

## July 13-15:

AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) Annual Conference

J.W. Marriott Hotel, Washington, D.C.

Contact: Karen Stuck, USDA, 202-447-9113, or Russ Forte, 202-447-5505



